

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 97-06-05
TIME: 10:41 AMPROMOTION : 700649 WIN SEPT B2G2 LTRS
DRIVE PERIOD: 70900

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				4,875	97,500
VAP					
CHAIN	1,425	1,734	34,680		
INDEPENDENTS	1,526	1,958	39,160		
VAP TOTAL	2,951	3,692	73,840		
NON-VAP					
CHAIN	366	639	12,780		
INDEPENDENTS	7,300	13	260		
NON-VAP TOTAL	7,666	652	13,040		
TOTAL CHAINS	1,791	2,373	47,460		
TOTAL INDEPENDENTS	8,826	1,971	39,420	TOT COMMITTED:	86,880
TOTAL ACCOUNTS	10,617	4,344	86,880	TOT REMAINING:	10,620

531

51845 5980